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Vendor Fair
September 6, 2018
Santa Clara University Library
Santa Clara, California

Califa Vendor Fair 2018 Schedule at-a-Glance:

*Sign-in and **Breakfast***	8:30 to 9:15 AM
Morning Sessions	
Session 1	9:15 – 9:55 AM
Session 2	10:05 – 10:45 AM
Session 3	10:55 – 11:35 AM
Session 4	11:45 AM – 12:25 PM
Lunch	12:30 – 1:30 PM
Afternoon Sessions	
Session 5	1:30 – 2:10 PM
Session 6	2:20 – 3:00 PM
Session 7	3:10 – 3:50 PM

Connecting with Vendors:
- Vendor display tables are located in the Arcade area, just outside of the library.

- Each vendor has been scheduled for two 40 minute sessions.

- When vendors are not presenting, you can find them in the Arcade.

- Vendors are here to meet you! You are encouraged to connect with them outside of the classrooms, before or after their sessions.

- Share your ideas and information with vendors so they can continue to bring you the products and services you want and need.

- Vendors will join us for breakfast and lunch, so you can also connect with them while you dine.

PRESENTATION SCHEDULE

	Arcade	View and Taping A	View and Taping B	Room 203	Room 205	Room 206	Room 234	Room 035	St. Clare Room
8:30a-9:15a	Breakfast & Registration								
9:15a-9:55a		Ideas Roadshow	AWE Learning	Skillsoft Books	Gale Cengage	Ingram	Springshare	BiblioCommons	
10:05a-10:45a		Tutor.com	MUZZY / BBC Growing Minds	Scholastic	Bibliotheca	McGraw-Hill Education	Unique Management Svs	Library Ideas	
10:55a-11:35a		Cherry Hill Company	Counting Opinions	Digitalia		EBSCO	Shoutbomb	Sage Publishing	
11:45a-12:25p		XRLibraries VR/AR/MR	Baker & Taylor	Gale Cengage		Ideas Roadshow	Skillsoft Books	Ingram	
12:30p-1:30p	Lunch								
1:30p-2:10p		Tutor.com	Baker & Taylor	Bibliotheca		Shoutbomb	AWE Learning	Library Ideas	
2:20p-3:00p		BiblioCommons	Cherry Hill Company	McGraw-Hill Education		Unique Management	Counting Opinions	EBSCO	XRLibraries VR/AR/MR
3:10p-3:50p		Springshare	MUZZY / BBC Growing Minds	Sage Publishing		Scholastic		Digitalia	

Breakfast sponsored by **UNIQUE** Patron Service Solutions

Vendor Fair

Santa Clara University Library – Facility Map

LL Lower Commons

035

Presentations available in
Room 035

1st Floor

Arcade

A

B

Elevator

Stairs

Presentations available in
View & Taping Rooms A & B

2nd Floor

234

203

205

206

Elevator

Stairs

Presentations available in
Rooms 203, 205, 206 & 234

3rd Floor

St. Clare Room

Presentation available in
St. Clare Room
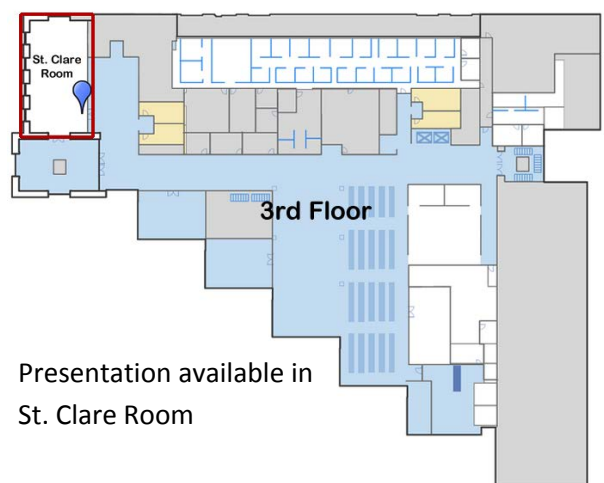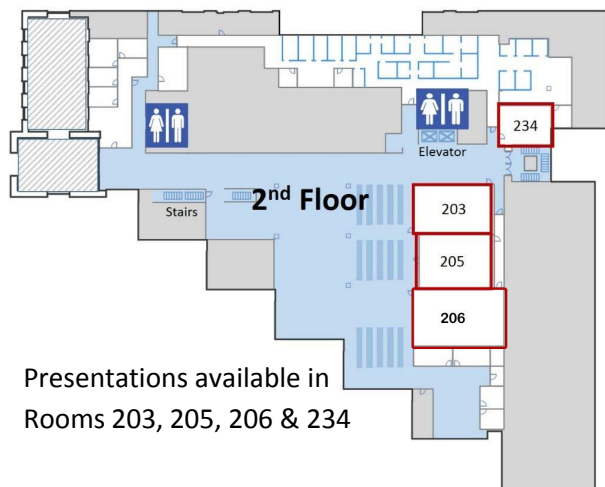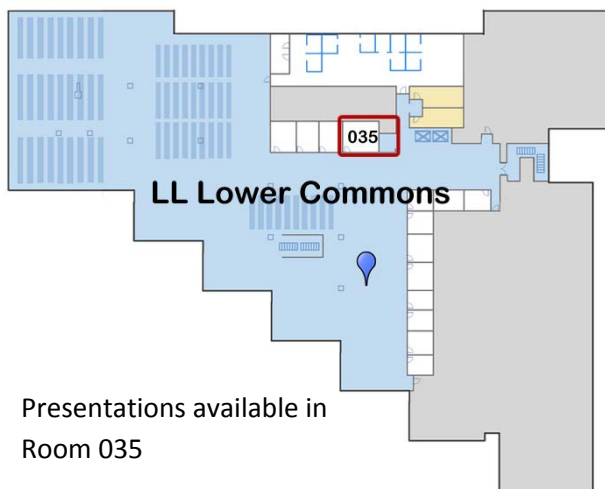
Vendor Session Information

AWE Learning

AWE Learning provides comprehensive digital learning and literacy solutions to public libraries for early childhood education. Through our dedication to high quality, STREAM-aligned content that is easy to use, we collaborate with libraries to enhance their role as community learning hubs. AWE Learning's Early Literacy Station™, for ages 2-8, and AfterSchool Edge™, for ages 6-12, include more than 70 educational titles, offering more than 4,000 learning activities. The recently launched LiteracyGO™ Tablet, for ages 2-5 with content spanning up to age 8, includes 18 brand new titles, categorized by STREAM subject areas, offering more than 300 learning activities.

Presentation times/locations: 9:15 AM in View & Taping B, 1:30 AM in Room 234

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Baker & Taylor

Pop-Up Library. Engage new patrons by creating virtual libraries throughout your community. Pop-Up Libraries make your digital collection instantly available to people who don't normally visit the library. Partner with community centers, transit authorities and others to provide reading to people where they are waiting!

Workforce Development and High School Diploma Programs. Libraries have a vital role in community outcomes. B&T is working with Penn Foster to provide middle-skills training for job readiness and advancement, and programs that coach thousands of students to high school diplomas every year.

Community Sharing Program. Directly connect students at school to your digital collections. CSP delivers age appropriate materials to supplement curriculum resources, boosting user counts and increasing digital ROI.

SirsiDynix BLUEcloud Mobile App Integration. SirsiDynix libraries are the first in the world to provide a digital experience that keeps patrons at the library, instead of sending them to a vendor site or app for reading and listening. B&T's browser reader is built into the new BCM app creating a true library-centric discovery and reading experience.

Presentation times/locations: 11:45 AM in Viewing & Taping B, 1:30 PM in Viewing & Taping B

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BiblioCommons Inc.

Join us to learn about some of the latest developments in our digital library products, including a tour of our FRBRized search results. Get an advanced look at the new Version 3.0 of BiblioWeb, a complete library website building package, that allows you to literally drag and drop your way to a modern, fully integrated, mobile optimized website. Also, learn more about a groundbreaking new product, coming in 2019, that will let you easily build cohesive, personalized marketing campaigns across your many communication channels. A streamlined way to get your patrons the right information, at the right time, in the right place to promote your programs, services, and collections.

Presentation times/locations: 9:15 AM in Room 035 A, 2:20 PM in Viewing & Taping A

Bibliotheca

open+

Join Randy Maxey and Doug Monson to learn about exciting new developments from bibliotheca. Through innovative solutions, we help libraries create unique interactions, drive self-directed participation, and expand their overall reach in communities. Learn more about how libraries are utilizing open+, cloudLibrary and a range of innovative self-service solutions to reinvent their offerings, extend access and encourage lifelong learning.

Presentation times/locations:
10:05 AM in Room 205, 1:30 PM in Room 203

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Cherry Hill Company

In our session we will be going over our 2 best selling products, LibrarySite and LibraryDAMS. LibrarySite is a hosted and fully-managed package designed to serve libraries with modest budgets and limited or no technical staff. It comes with unlimited support through our ticketing system. It is the best way for a library with a limited budget to launch a website with specific functionality designed for what libraries need. The LibrarySite package includes sitebuilding, training, our library of problem-solving videos, and support. Libraries can choose the standard LibrarySite template for their website or choose to customize it.

LibraryDAMS is our hosted, managed and supported Digital Asset Management System for libraries. Built with Islandora Fedora Repository and Drupal, LibraryDAMS gives librarians a friendly interface to manage digital collections of images, documents, audio files, and more for visitors from around the world.

Presentation times/locations: 10:55 AM in View & Taping A, 2:20PM in Viewing & Taping B

Counting Opinions

ROAR (Report Once and Automatically Reuse). Libraries are increasingly asked to be accountable and to regularly provide data to multiple stakeholders inside and outside their local operations. Very often the combinations of these requests are composed of identical, similar and/or unique requests for data. Often these submissions are handled individually resulting in repetitive compilation, inconsistent and/or inaccurate values being reported. Considering the totality of these data requests, libraries can embark upon and enable a methodology that overcomes the many repetitive steps in compiling data for these various stakeholders and realize a more accurate, efficient and effective workflow for all persons involved in the library's data capture and reporting processes. This session will instruct participants on how to manage and streamline the many data requests to satisfy all stakeholder requirements. This session will be of keen interest to libraries and staff persons that compile and submit data to multiple stakeholder including municipal, state, national and/or private library data surveys.

Patron Outcomes. Thanks to the great work of PLA's Project Outcome, public libraries and soon academic libraries (through ACRL) are capturing immediate outcome data to bolster their advocacy efforts. While these immediate outcome surveys are also invaluable as a feedback mechanism for evaluation and program improvements they only scratch the surface of getting at real tangible outcomes that are measured by actual changes in behaviour, status and/or condition of the individuals who use the services of the library. Managing the capture of outcomes, including follow-on outcomes measurement, is a lot more complex and time consuming for staff -- and thus often not done at all or only very infrequently. As a result, if and when available, libraries have to rely on outside sources of data and lay claim thereto in whole or in part-- often with great difficulty and scepticism, as to the libraries actual contribution. Going beyond capturing immediate/subjective outcomes (program exit surveys), find out how libraries can easily augment the process to capture real outcomes from the perspective of actual users of library services.

Presentation times/locations: 10:55AM in Viewing & Taping B, 2:20 PM in Room 234

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Digitalia

DIGITALIA PUBLIC LIBRARY EBOOKS. (11:55 Room 203)
Digitalia Public Library (http://public.digitaliapublishing.com/) provides a Spanish language collec
content Ebook titles. We have just added new titles from some of the most prestigious publishers in Spanish language literature like Alba Editorial, Anagrama, Edebé, Impedimenta, Libros del Asteroide, Maeva, Roca Editorial and Siruela. Maeva, Roca Editorial and Edebé are known for their thrillers, suspense, and romance. A separate note about CIUDADANÍA AMERICANA, this is a brand new bilingual course for Spanish speaking patrons for U.S. Citizenship.

DIGITALIA FILM LIBRARY (3:10 Room 035)
Digitalia Film Library (www.digitaliafilmlibrary.com) streaming video is a multilingual, multi-national collection of films and documentaries from Spain, France, other European and eastern European countries and Latin American countries including Mexico, Argentina, Chile, Brazil (Portuguese), and others. This library now has approximately 1000+ films and will grow to over 1200 films this year. We have just contracted for 40 Cuban films and 35 of the most awarded social issues documentaries in Latin America. You will receive Public Performance Rights (PPR) with all of these films. Digitalia just started to distribute Comics Plus https://comicsplus.app/. This is a giant library of comics in English: thousands of digital comic books are available with a click of your mouse or a tap of your finger with Comics Plus: Library Edition.

Presentation times/locations: 11:55 AM in Room 203, 3:10 PM in Room 035

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EBSCO Information Services

EBSCO Information Services invites you to view the enhancements we've made to Novelist Select and check out the newest titles available through Flipster digital magazines. Visit us to explore the latest customization options available within EBSCO Discovery Service and learn how we can simplify the authentication experience for your patrons with OpenAthens single sign-on solutions.

Presentation times/locations: 10:55 AM in Room 206, 2:20 PM in Room 035

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Gale/Cengage Learning

Career Online High School (9:15 Room 205)
Today, nearly 40 million adults lack their high school diploma, and your library can play a crucial role in addressing this educational crisis and creating meaningful outcomes by offering this ground-breaking program. With Career Online High School, students graduate with an accredited high school diploma and a career certificate and are assisted along the way by an academic coach.

Gale's Career Online High School program is now in over 120 libraries across the country and over 1500 adults have graduated resulting in 14,000 new jobs. In addition, 79% of program graduates plan to go to college. The State of California has supported and funded this program for over 3 years and welcomes new libraries to participate. Learn how your library can take advantage of this important opportunity.

Gale Small Business Builder (11:45 Room 203)
Gale Small Business Builder, the first enterprise-level business planning software solution designed exclusively for libraries, now integrates Small Business Resource Center, Legal Forms, and DemographicsNow! Nearly 400 highly-curated links will inform and assist patrons in completing business-planning activities. Seamlessly answer questions, like:
•	How do I choose a Business Structure? -- Link to an article in Small Business Resource Center that details the pros and cons of common business formations.
•	Where can I find a form for articles of incorporation? -- Link to Gale LegalForms for state-specific forms.
•	How can I learn more about my potential customers? -- Link to DemographicsNow for an analysis on consumer spending behavior.

In the U.S., there are 28.8 million small businesses, accounting for 54 percent of all sales. Gale's Business Suite can support entrepreneurship and one of the public library's core missions.

Presentation times/locations: 9:15 AM in Room 205, 11:45 AM in Room 203

Ideas Roadshow

Ideas Roadshow's new Public Library Portal. Richard E. Ashby, Jr., President of BCALA and Director of Yeadon Public Library will be giving two informative sessions to introduce Califa librarians to our award-winning database called Ideas Roadshow. Ideas Roadshow's Public Library Portal offers a user-friendly database of over 750 highly-informative resources (videos in different lengths/formats, enhanced eBooks, podcasts, programs) providing accessible, inspirational insights into the motivations and research of 100+ world-leading experts in a wide range of fascinating subjects, including astronomy, psychology, history, education, law, neuroscience, Asian studies, biology, political science, and more. Please note that 25 of the researchers who participated are from renowned California institutions such UC Berkeley, UCSD, UCSC, Stanford, UC Irvine, Caltech, UCSB, and more.

Ideas Roadshow was the winner of The Educational Learning Resources Award 2018 at this year's prestigious London Book Fair International Excellence Awards and Library Journal 'enthusiastically recommended Ideas Roadshow for public, academic, and school libraries with patron interest."

Presentation times/locations: 9:15 AM in Viewing & Taping A, 11:45 AM in Room 206

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Ingram Content Group

WHAT IS ODILO? It's an internationally recognized and leading provider of digital content—ebooks, audiobooks, videos for libraries and schools worldwide: 1.4 Million Digital Library Materials; 2,500 Publishers; 80+ Unique Languages including Chinese, French, German, Italian, Russian, Tagalog and more; 60+ Spanish Language Magazines; 35+ Spanish Language Newspapers.

Multilingual Content Made Easy with Ingram ipage and Odilo

18 Million Titles | 43 Countries | 200+ Languages | 1 Platform

Easily find the perfect titles to support and celebrate your diverse community with Odilo, now included on Ingram ipage. How Does Odilo work? Odilo integrates seamlessly into ipage, so you can search and order in one place. Odilo's patron-friendly elements like a multilingual mobile app and social reading tools allow patrons to borrow books easily. Odilo has marketing materials to spread the word. It'a cost effective Solution! Zero Platform Fees | Competitively Priced | Comparable Features and Functionality Come to the Ingram session to find out more!

Presentation times/locations: 9:15 AM in Room 206, 11:45 AM in Room 035

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Library Ideas, LLC

In our sessions, you'll learn about VOX Books, the world's first audiobooks for children that live in print books (As seen at LAPL, Santa Clara County, and Palo Alto), GoChip Beam, the only movie and TV streaming product that requires no internet AND popular content, and the new and improved Freegal Music experience. Now featuring a brand new app and web experience!

Presentation times/locations: 10:05 AM in Room 035, 1:30 in Room 035

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McGraw-Hill Education

McGraw-Hill Education invites you to discover an authoritative, multidisciplinary, online STEM education resource, AccessScience. This award-winning gateway to scientific knowledge offers students an interactive, engaging experience with links to primary research material, images, videos and much more and can also help librarians leverage digital resource subscriptions.

AccessScience is the only STEM resource available written by world-renowned scientists including contributions from 42 Nobel laureates yet professionally edited, specifically for students. Come see how AccessScience can help your students bridge the gap in STEM education while building vital research skills.

In addition to AccessScience, McGraw-Hill will provide an overview of the McGraw-Hill eBook Library, an innovative online resource helping you provide the very best digital titles to your students and faculty. With leading business, computing, language and study aid content you will find the perfect titles to round out your content offering.
Presentation times/locations: 10:05 AM in Room 206, 2:20 PM in Room 203

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Muzzy BBC

In a rapidly expanding global economy, our youngest generation will grow up to compete in a world where most people speak two or more languages. Children as young as two can, and should, be exposed to a second language – and no better place to do that than in a public library! MUZZY BBC, the #1 language learning course for children, has helped millions of youngsters worldwide, ages two and beyond, become bilingual. MUZZY BBC supports all learners, including the ESL population. MUZZY's 3-D animated video story captivates children and immerses them in a new language, mimicking the way they learned to speak their native tongue. You will see how children easily learn 1200+ words and concepts, contributing to the acquisition of a functional bilingual vocabulary. In addition, a sampling of the 800 games (many for non-readers), activities, and sing-along songs will be shown.
Presentation times/locations: 10:05 AM in Viewing & Taping B, 3:10 PM in Viewing & Taping B

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SAGE Publications

Join Shane McCarthy, Sales Manager for SAGE Publishing, to learn more about two innovative resources at the forefront of SAGE's digital library offerings. SAGE Research Methods is the essential online library for anyone conducting, teaching or learning how to do research, offering unique research tools and online access to books, reference works, journal articles, case studies, datasets and videos on qualitative and quantitative research methods. SAGE Video showcases leading academics and practitioners in new and exclusive videos, created to respond to real world learning and research needs.

Presentation times/locations: 10:55 AM in Room 035, 3:10 PM in Room 203

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Scholastic Library Publishing

SCHOLASTIC

Session 1 (10:05 Room 203)
Early Learning. Scholastic is a global children's publishing company dedicated to building a love of reading and lifelong learners. We are excited to introduce you to our innovative suite of digital solutions that will help you transform independent learning in your library. BookFlix 2.0, Watch & Learn Library and Scholastic Teachables are high-quality, engaging, and trusted resources created specifically for the young learners.

Session 2 (3:10 Room 206)
Strengthen Content Learning. Using curriculum-driven content that's integrated with interactive features and intuitive navigation, TrueFlix and ScienceFlix provides a solid understanding of science and social studies concepts and ideas through hands-on projects, videos and text. Each core idea is thoroughly covered through practice, exploring essential questions, investigating, analyzing data, computing and evaluating. Two must see digital solutions for your library with 174 content units in science and social studies for TrueFlix and, 68 units in science and math for ScienceFlix.

Presentation times/locations: 10:05 AM in Room 203, 3:10 PM in Room 206

Shoutbomb

Join Shoutbomb and colleagues from the **Center for Childhood Creativity** at the **Bay Area Discovery Museum** as we talk about how we can enhance your literacy program using text messaging. We will introduce Voice4Library our newest service to enhance another channel to your patrons. Also, Tex4Library let us show you how to grow your reach to patrons with text messaging outside of the circulation notice.
Presentation times/locations: 10:55 AM in Room 234, 1:30 PM in Room 206

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Skillsoft Books

Skillsoft Books

Skillsoft Books (formerly Books24x7) provides patrons with a unique IT and Digital Skills bundle consisting of 14,000+ eBooks from 300 publisher partners, and 40,000+ instructional videos from certified industry experts. Our On demand Platform allows users to be more productive. We add new content on a regular basis so your patrons are always current and up-to-date with the latest information and instruction.
NEW! Skillport 8i, the platform that delivers a higher level of performance and adds features you need to stay ahead of the competition when preparing for a new job, or pursuing a new career. Skillsoft is the #1 online learning company. See our "multi-modal learning solution" that adds thousands of IT & business skills courses, Audio Books, summaries, leadership videos and Live Events. Patrons can complete their research more efficiently and use what millions of professionals use today to improve their performance. Join me for my demo sessions!

Presentation times/locations: 9:15 AM in Room 203, 11:45 AM in Room 234

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Springshare

Please join Ginna for a presentation of "LibCal" Springshare's affordable, easy-to-use web platform designed to handle libraries' calendaring needs. LibCal: 4 distinct modules work together to provide an integrated solution:

1) Event Registration & Management

2) Spaces and Equipment Reservations

3) Appointment Scheduler

4) Hours Management

Presentation times/locations:
9:15 AM in 234
1:30 PM in Room 206

Self-Serve: patrons have the ability to book a space/equipment, register for an event or schedule a consultation where, when, & how patrons want. Responsive to Any Device: LibCal responds with an optimal display on all devices: 4" phones to 28" monitors.

More: Statistics: robust stats save libraries time by generating dynamic reports; Event Management: With reminders & follow-up emails, & customizable registration forms; Book-a-Librarian: My Scheduler - set up availability so patrons can request consultations online; Space/Equipment settings: ensure that the library is in control of its reservations; Patron Authentication: SIP2, LDAP and others- enabled as a library deems appropriate within all modules; Library Hours: Manage hours in one place and embed hours widgets outside of LibCal; Synchronization with Outlook & Google.

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Tutor.com

For public libraries seeking to increase equal access to educational resources, Tutor.com - a service of The Princeton Review - provides on-demand homework help, tutoring, test preparation and study tools in a variety of subjects and test prep materials that will improve students' grades, confidence, enjoyment of learning, and subject mastery. Our mission is to provide best-in-class, on-demand educational and career tutoring for our libraries' patrons to help each person reach their academic and career goals.

Presentation times/locations: 10:05 AM in Viewing & Taping A; 1:30 PM in Viewing & Taping A

Unique Integrated Communications

Today's customer prefers live chat because it's faster, easier, and more immediate than phone or email. Adapting to how your patrons like to communicate will empower them to use more library resources and reduce the number of phone calls and emails your staff has to answer. Unique's live chat service model improves upon existing models to unlock the potential of live chat for libraries.

Presentation times/locations: 10:05 AM in 234 2:20 PM in Room 206

XRLibraries

Immersive media creation in libraries is evolving. Over the last six months we ran workshops creating interactive virtual worlds with students using 360 degree cameras and software. Stop by and see a showcase of their work and how to use these workshops in your programming. Augmented Reality (AR) is growing with both Apple and Google releasing powerful programming tools for the creation of augmented reality apps. The potential to make interesting engaging apps for use in the library is exciting. Imagine Shakespeare appearing off the shelf to pitch Romeo and Juliet, or being able to see the stacks come alive with characters from books. AR can change how libraries serve customers and train employees. AR can also be used to create engaging patron-facing applications that can bring new patrons in and connect them with information they would not have typically sought out.

Presentation times/locations: 11:45 AM in Viewing & Taping A, 2:20 PM in St. Clare Room

Thank You!

We hope you enjoyed this 10th annual Califa Vendor Fair!

We owe enormous thanks to many people for their support in planning and attending this event including:

- The staff of the **Santa Clara University Library** for their generosity in sharing both their space and their time to help prepare for the Vendor Fair.
- **Unique Management Services** for sponsoring the breakfast for all attendees.
- All of the participating vendors for their willingness to travel to the event and for sharing their time to inform and delight us all with news and info about their latest library solutions.
- **You -** we are grateful that you came share your experiences and learn more about the latest library products and services!

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Califa Group (http://califa.org) is a nonprofit library membership consortium of more than 230 library network in California. Founded in 2004, Califa brokers and facilitates the procurement of library products; works closely with the California State Library in administering a number of statewide projects supported by federal Library Services and Technology Act funds; offers Continuing Education training through the **Infopeople** project; and manages master contracts and pricing agreements with publishers and vendors.